THE LAADLI NATIONAL MEDIA AWARDS
FOR GENDER SENSITIVITY 2011-12
about population first

Population First (PF) is a communications and advocacy initiative for a balanced, planned and stable population. It was registered in March 2002 under the Bombay Public Trusts Act, 1950. Our key objectives are to help reduce gender imbalances in the population, sensitize the youth to gender and social development issues and work towards gender sensitive and social development oriented health and population programmes.

Laadli is Population First's flagship campaign that addresses the gendered mindsets which discriminate against girls and women denying or abridging their rights. Apart from creating awareness about the falling sex ratio and its ramifications, Laadli works to influence the two major influencers - media and youth to promote a positive image of girls and women and bring in greater gender sensitivity and equality in society.

AMCHI - “Action for Mobilization of Community and Health Initiatives” is a community health and village development project which is being implemented in 66 villages in the Shahapur Block of Thane District, Maharashtra. Our focus is on community mobilization and empowerment of women, youth and village institutions to ensure efficiency, accountability and transparency in the implementation of health and social development programmes.

Population First's youth initiatives are implemented through Change Maker's Clubs, in colleges which aim to create space for exploring gender issues in curricular, co-curricular and extra curricular activities. Promoting facilitation skills among teachers is yet another important element of Laadli Youth Initiatives.

about laadli media intervention

The Laadli Media Advocacy initiatives focus on promoting gender sensitivity in the media and work towards building a gender-just society. Population First is committed to building such a society by engaging the media in discussions on how it can shape, indeed, change such mindsets. Through our media interventions, we hope to accelerate the behaviour change. A number of programmes have been initiated with the media, such as “Media and Gender” workshops for working and student journalists, Laadli Media Fellowships, National Creative Excellence Awards for Creative Professionals, ad analysis and interactive sessions with Creative Directors of general entertainment channels. Presentations were also made at Ad Asia, Portfolio Night etc. We see the media Awards as a tool to promote gender sensitivity in the media. A large number of senior and influential media and communication professionals have been involved in the process as jury members, cultural ambassadors, partners, supporters and participants. We are confident that the heightened media visibility to the issue of pre-birth sex selection and issues related to it in the media will help us achieve our goals of a society where every Laadli is welcomed into families. It is a challenge, but with the kind of support and response we are getting, we are confident we would be able to bring about change.
The last one year has been quite eventful for the media with media being in the forefront of a number of campaigns which saw people’s participation on a scale never seen before, whether it is against corruption or against gender violence. The Dec 16th incident has shaken the conscience of the nation and we hope to see action on various fronts that would lead to a more gender sensitive world.

It is the fourth edition of the National Laadli Media Awards and the best among the four regional award winners are chosen for the National Awards. The regional award winners focused on a wide range of issues. While the focus of most of the award winning entries from the northern region has been on issues pertaining to lives and rights of tribal women and on gender violence, the electronic entries from the southern region focused on the trials and tribulations of women. They reflected critical thinking on the retrograde social practices and beliefs which abridge the rights and restrict the freedom of women. It is heartening to see the underprivileged and marginalized women receiving such media attention. It is equally encouraging to find Femina, Midday, Hindustan Times, Times of India and Rajasthan Patrika, the mainstream publications covering gender issues in a campaign mode. There is a discernable change even in the traditional Women’s Magazines and newspapers in regional languages which are focusing on the rights of the woman to pursue her aspirations and negotiate her space and gender roles in the family.

The Amul Girl is the most loved Laadli of the nation and it is but natural for us to felicitate her. We are also honoured to present the Life Time Achievement award to Ms. Bhanu Athaiya, who made a name for herself as a world renowned costume designer.

We promise to keep working on opening up communication channels with the audience/readers as well as the media persons through our initiatives. We have awarded four media fellowships, organized four media workshops, and have been interacting with the advertising professionals on an ongoing basis. We have also made a beginning with the Creative Directors of the General Entertainment Channels. The spontaneous support and positive response from advertising professionals, the field level journalists, editors and media leaders is exhilarating. Every article, editorial, news feature, blog, television and radio programme done from a gender perspective is a source of inspiration for us.

We would also like to thank Tata Group of Companies and The Aditya Birla Group for supporting the Northern and Western region events and UNFPA for supporting the yearlong media advocacy initiatives.

**Dr. A.L. Sharada**
Director
Population First

**Bobby Sista**
Executive Trustee
Population First
western region awards

The Western region awards were held in Rajasthan at Ravindra Manch Auditorium, Jaipur on 22nd September 2012. Press conferences were held in Ahmedabad, Mumbai, Rajasthan and over 600 entries were received from Maharashtra, Gujarat, Rajasthan and Goa. Twenty three media persons including nominees for Special Awards from Marathi, Hindi, Gujarati and English media were felicitated at the event.

Special award was presented to Ujjalachadi - a community newspaper in Hindi. The awards were presented by Shri Jitendra Singh, Minister, Information and Public Relations.

The other special guests presented at the event were Mr. A.K. Agarwala (Chairperson, Business Review Council, Aditya Birla Group), Ms. Gulabo (world famous Kalbelia Dancer and a survivor of attempted infanticide), Ms Laad Kumari Jain (Chairperson, Rajasthan State Commission for Women), Ms. Deepali Pant Joshi (Regional Director of Reserve Bank of India), Mr Gulab Kothari (Rajasthan Patrika), Mr. Sunil Thomas (UNFPA, Jaipur)

The Western Region Awards were supported by Rajasthan Patrika, Aditya Birla Group, InfochangeIndia.org and Rajasthan Patrika were our media partners. Maharani Plaza was our Hospitality Sponsor.

WESTERN REGION COORDINATORS

Ms. Revathi Asokan, Ms. Ila Vakharia and Ms. Tanu Dwivedi
TANYA CHAITANYA
Femina, Maharashtra
PRINT MEDIA-English
BEST CAMPAIGN-MAGAZINE
10/10

HINDUSTAN TIMES
Maharashtra
PRINT MEDIA-English
BEST CAMPAIGN-NEWSPAPER
Blow The Whistle

PRADEEP SINGH BEEDAWAT
Rajasthan Patrika, Rajasthan
PRINT MEDIA-Hindi
CONSISTENT WRITING
Multiple Entries

POOJA KASHYAP
Kutch Mitra, Gujarat
PRINT MEDIA-Gujarati
BEST HUMAN INTEREST STORIES
Multiple Entries For Her Column-Garvai

SHARMISTA CHAUDHURY
The Week, Maharashtra
PRINT MEDIA-English
BEST HUMAN INTEREST STORY
Tribal Warrior

TEENA BAIRAGI
Daily News, Rajasthan
PRINT MEDIA-Hindi
BEST HUMAN INTEREST STORY
Khudi Ko Kar Buland Itna

AMITA BADE
Prahaar, Maharashtra
PRINT MEDIA- Marathi
BEST COLUMN
Multiple Entries For Her Column - Mahila

ALKA AASHLESHA
Hamara Mahanagar, Maharashtra
PRINT MEDIA-Hindi
Best Column
Multiple Entries For Her Column - Drishtikon

PREETI SHAH
Gujarat Samachar, Gujarat
PRINT MEDIA-Gujarati
Best Column
Multiple Entries For Her Column - Aajkal

RAVI GADEKAR
Lokmat, Aurangabad
Best Investigative Report
PRINT MEDIA-Marathi
Multiple Entries
western region awardees

TAARU KAJAARIA
Gujarati Mid-day and Mumbai Samachar, Maharashtra
Best Features
Print Media- Gujarati
Multiple Entries

UJJAS
Gujarat
Best Community Magazine
PRINT MEDIA-Gujarati
Multiple Entries

MAULIK SHAH
Gujmom.com, Gujarat
Best Blog
WEB MEDIA-Gujarati
Ek Sawal Mane Bahu Dukhi Kare Che

MANISHA SHARMA
Doordarshan, Gujarat
ELECTRONIC MEDIA-Gujarati
BEST ISSUE-BASED PROGRAMME
Multiple Episodes - Jeevo Manav Gaurav Thi

SHAI VENKATRAMAN
NDTV, Maharashtra
ELECTRONIC MEDIA-English
Best Documentary
Born In Conflict: Valley V/S Gadchiroli

FRENY MANECKSHA
Indiatogether.com, Maharashtra
Best Blog
WEB MEDIA-English
Traumatised By Violence

SUNITA KASERA
India Unheard, Rajasthan
WEB MEDIA-Hindi
BEST VIDEO BLOGGING
Multiple Entries

PRAJAKTA DHULAP
IBN-Lokmat, Maharashtra
ELECTRONIC MEDIA-Marathi
BEST NEWS FEATURE
Kolhapurchya Leki

WATERSHED ORGANISATION TRUST (WOTR), Maharashtra
ELECTRONIC MEDIA-Marathi
Best Documentary
Kadar Mulichi Anandi Sansarachi
BUSHRA KHAN
Saras Salil, Gujarat

SPECIAL AWARD-Hindi
Special Jury award- Feature

AMEE YAJNIK
Divya Bhaskar, Gujarat

SPECIAL AWARD- Gujarati
Consistent Writing

Ujala Chadi
Rajasthan

Special Award- Hindi
Special Jury Award- Newspaper
western region jury

Bhupendra Singh Bhatia  Shilpa Das  Pallavi Patel  Dr. Raghuveer Chaudhari

Dr. Shobhita Rajagopal  Dr. ILa Pathak  Sunny Sebastian  M.L. Mehta

Prof V.S.Vyas  Pragya Paliwal Gaur  Narayan Bareth  Pratima Joshi

Shanta Gokhale  Chitra Palekar
southern region awards

The Southern Region awards were held in Thiruvananthapuram at Karthika Thirunai Theatre on 6th October, 2012. Twenty three awardees were felicitated from the southern states of Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and Puducherry. Press conferences were held in Hyderabad, Chennai, Thiruvananthapuram and Bangaluru calling for entries and over 170 entries were received from Tamil, Malayalam, Kannada, Telugu and English media. A jury panel of 13 eminent persons selected the winners under the various categories. Special award was presented to Padmashri Sugathakumari, a well known poet and activist who been at the forefront of environmental and feminist movements in Kerala and also to T.V. Chandran, filmmaker, script writer and actor-known for his art films which have political and feminist undertones.

The awards were presented by Shri. G. Karthikeyan ,Honourable Speaker, Kerala Legislative Assembly.

SOUTHERN REGION COORDINATORS

Ms. Susheela Nair, Ms. Bhuvanesvari S., Mr. Siby Kattampally and Ms. Satyavati Kondaveeti

COLLABORATING AGENCY

Kesari Memorial Journalist's Trust
Kesari Memorial Journalists' Trust is a philanthropic organisation that works for the capacity building and welfare of journalists in Thiruvananthapuram the capital city of Kerala. It was established about four decades ago and many stalwarts of Malayalam Journalism were its office bearers. The name Kesari comes from legendary Malayalam Journalist Kesari Balakrishana Pilla, who shaped Malayalam journalism and played a pivotal role in shaping Malayali culture and thought in the last century. Kesari Trust has about 500 members and administered by an executive committee chaired by Siby Kattampally. The trust has established a research library with a big collection of age old publications and organises seminars to sensitise journalists and peoples representatives on topical issues.
AKANKSHA MEHROTRA
Deccan Chronicle, Karnataka
PRINT MEDIA-English
BEST INVESTIGATIVE REPORT
Widowed By Fate, Robbed By Babus

AMUTHA KANAN
The Hindu, Tamil Nadu
PRINT MEDIA-English
BEST HUMAN INTEREST STORY
Ensuring Dignified Burial For The Destitute

SANGEETHA NEERAJA
The New Indian Express, Tamil Nadu
PRINT MEDIA-English
BEST FEATURES
Multiple Entries

B.M. PRATHIBHA
Adike Patrike, Karnataka
PRINT MEDIA-Kannada
BEST HUMAN INTEREST STORY
Solege Talebagda Jana Shiramajeevi

HEMA VENKAT
Udavani, Karnataka
PRINT MEDIA-Kannada
BEST FEATURE
Yashodege Avanu Kandanalla

HUSSAIN PASHA
Mahila Loka, Karnataka
PRINT MEDIA-Kannada
BEST COLUMN
Multiple Entries For His Column - Appa, Kollisbedappa

HAMZA ALUNGAL
Siraj Daily, Kerala
PRINT MEDIA-Malayalam
BEST FEATURE
Six-Part Feature - Kolaviliyude Tharat

REJI JOESPH
Rashtra Deepika, Kerala
PRINT MEDIA-Malayalam
BEST ISSUE BASED REPORTING
Six Part Series - Izhapottunna Thalicharadukal

A P RAJA
Dinamalar, Pudiya Thalaimurai, Tamil Nadu
PRINT MEDIA-Tamil
BEST FEATURE
Multiple Entries

S. VIJAYKUMAR
Dinamani, Tamil Nadu
PRINT MEDIA-Tamil
BEST HUMAN INTEREST STORY
Multiple Entries
southern region awardees

DEEPA RANGANATHAN
The Alternative, Karnataka
WEB MEDIA-English
BEST WEB FEATURE
Boys Don't Cry

VAISHNAVI VITTAL
Citizen Matters, Karnataka
WEB MEDIA-English
BEST WEB INVESTIGATIVE REPORT
Government ignores us because we aren't educated and rich

UMA SUDHIR
NDTV, Andhra Pradesh
ELECTRONIC MEDIA-English
BEST TV DOCUMENTARY
Early To Wed

S. MAHESH KUMAR
Manorama News, Kerala
ELECTRONIC MEDIA-Malayalam
BEST INVESTIGATIVE REPORTING
Adivasi Penkuttkal Vilpanacku

SHINY JACOB BENJAMIN
Jaihind TV, Kerala
ELECTRONIC MEDIA-Malayalam
BEST DOCUMENTARY
OTTAYAAL

STELLA SUNITA PAUL
Worldpulse.com, Andhra Pradesh
WEB MEDIA-English
BEST BLOG
Bhan, My Sister, My Hero

JESSY NARAYANAN
Healthwatchmalayalam.com, Kerala
WEB MEDIA-Malayalam
BEST FEATURES
Ellodikkunna Double Decker Driving

MAHILA SAMAKHYA
Karnataka
ELECTRONIC MEDIA-Kannada
BEST COMMUNITY RADIO PROGRAMME
Kelu Sakhi

P.P. SANDHYA
Asianet News, Kerala
ELECTRONIC MEDIA-Malayalam
BEST ISSUE BASED REPORTING
Shisuva Vivaham

ARUNA ATHALURI
HM TV, Andhra Pradesh
ELECTRONIC MEDIA-Telugu
BEST TALK SHOW
Nissabda Himsa
KISTAIAH NANDAGIRI  
Vanitha TV, Andhra Pradesh  
ELECTRONIC MEDIA-Telugu  
BEST NEWS FEATURE  
Samasyala Odi Badi

RAJESH POTLURI  
Vanitha TV, Andhra Pradesh  
ELECTRONIC MEDIA-Telugu  
BEST ISSUE BASED PROGRAMME  
498 (A) Varama.? Shapama.?

Andhra Pradesh Academy of Rural Development (APARD)  
Mana TV, Andhra Pradesh  
SPECIAL AWARD-Telugu  
BEST PUBLIC AWARENESS PROGRAMME  
Andariki Vidya-Aadapillala Vidya-Panchayati Raj Patra

PADMASHRI SUGATHAKUMARI  
Lifetime Achievement Award

T.V. CHANDRAN  
Lifetime Achievement Award
southern region jury

Laxmi Murthy  Gita Aravamudan  Dr. Mamta Sagar  Meena Mysore

R.Vaigai  N.V.Sankaran  T.N.Gopakumar  V.N.Murali

Dr. Indra Babu  G.R.Indugopan  P.Prasanthi  Kuppili Padma

Dr. K.B.Laxmi
eastern region awards

The awards ceremony for the Eastern Region was held on 22nd November, 2012 at G.D. Birla Sabhaghar, Kolkata. Press conferences were held at Guwahati and Kolkata calling for entries. Over 213 entries were received from Arunachal Pradesh, Assam, Bihar, Jharkhand, Manipur, Meghalaya, Mizoram, Nagaland, Odisha, Sikkim, Tripura and West Bengal. A jury panel of 13 jury members selected 18 media persons for the awards. Aparna Sen from Kolkata was selected for a special award.

InfochangelIndia.org was the media partner.

EASTERN REGION COORDINATORS

Ms. Manjira Majumdar, Ms. Manipadma Jena and Ms. Shikha Jyothi Hazarika

COLLABORATING AGENCY

Kolkata Sanved pioneered the use of dance movement as an alternative approach to recovery, healing and the psycho-social rehabilitation of victims of violence and trafficking. Kolkata Sanved is working towards establishing itself as a Centre of Excellence for Dance Movement Therapy (DMT) in South Asia. Kolkata Sanved, won the prestigious Beyond Sport Award 2009 in the 'Best Project For Health’ category, received the prestigious- The Diane von Furstenberg (DVF) Award on 11th March 2011 to transform the lives of women and very recently the 24 Ghanta News Maker 2012 award for outstanding achievement.
eastern region awardees

LINA CHAKI
Batighar-Little Magazine, Kolkata
PRINT MEDIA-Bengali
BEST FEATURE-Magazine
Purush Manush Bage Pelei Thokai

DINESH SAHU
Charkha Feature Service, Chhattisgarh
PRINT MEDIA-English
BEST FEATURE-Newspaper
The Tribal Mitanins Of Chhattisgarh

RANJITA BISWAS
The Statesman, Kolkata
Print Media-English
BEST NEWS FEATURE
Walking The Line

NIBEDITA PATTNAYAK
Odisha Doot, Odisha
Print Media-Odiya
BEST FEATURE
Revati Ku Suraksha

SUSAMA MISRA
Margadarshi, Odisha
PRINT MEDIA-Odiya
BEST ARTICLE
Susatha Samaj Gathanare Nari

SATYABRATA DAS
Nandini-Shokalbel, Kolkata
PRINT MEDIA-Bengali
BEST ARTICLE
Songsare Maayer Rojgar

PARTHA PRAWAL GOSWAMI
Eclectic Times, Assam
PRINT MEDIA- English
BEST FEATURE-Magazine
Changing The Witch Perception

SAADIA AZIM
Business Line, West Bengal
PRINT MEDIA-English
BEST HUMAN INTEREST STORY
Bravely Fought The Teen

RUDRA RANJAN SEJPADA
Sambad, Odisha
PRINT MEDIA-Odiya
BEST HUMAN INTEREST STORY
Chinmaye Aujane Aparajita

RINA MUKHERJI
Just Femme, West Bengal
WEB MEDIA-English
BEST FEATURE
Taboos Take Their Toll On Women
eastern region awardees

SUNITA MINI  
Sunitamini.blogspot.com, Bihar  
WEB MEDIA-Hindi  
BEST BLOG  
Bhor

ALL INDIA RADIO  
Assam  
ELECTRONIC MEDIA-Assamese  
BEST RADIO PROGRAMME  
Sabdat Narir Kantha

KAMALIKA SEN GUPTA  
Akash Bangla, West Bengal  
ELECTRONIC MEDIA-Bengali  
BEST TV FEATURE  
Tahader Kotha

SHEFALI CHATURVEDI  
Dhamaal 24, 106.4FM, Jharkhand  
ELECTRONIC MEDIA- Hindi  
BEST RADIO FEATURE  
Hello Mike Testing

ODISHA TELEVISION  
Odisha  
ELECTRONIC MEDIA-Odiya  
BEST CAMPAIGN  
Ortel Dayitwa

RAKHI GHOSH  
Naxatra News, Odisha  
ELECTRONIC MEDIA-Odiya  
BEST TOPICAL PROGRAMME  
Jautuka Na Jibana

ODISHA TV

SASWATI GHOSH  
Kolkata  
SPECIAL AWARD-Bengali  
CONSISTENT WRITING ON GENDER ISSUES

SARADA LAHANGIR  
Odisha  
SPECIAL AWARD-Odiya  
CONSISTENT ENGAGEMENT WITH GENDER ISSUES ACROSS MEDIA

TONGAM RINA  
Arunachal Pradesh  
SPECIAL AWARD-English  
REPORTING FROM CONFLICT AREAS

APARNA SEN  
West Bengal  
SPECIAL AWARD  
FILM MAKER EXTRAORDINAIRE
eastern region
jury

Ratnottama Sengupta
Buroshiva Dasgupta
Amitava Bhattacharya
Shoma A Chatterji

Rajashri Das Gupta
Ananya Chatterjee Chakraborti
Paula Banerjee
Nabaneeta Dev Sen

Sampad Mahapatra
Rajaram Satapathy
Jimoni Choudhury
Rita Chowdhury

Manju Borah
northern region awards

The awards ceremony for the Northern Region was held on 13th December, 2012 at Sant Gadge Hall, Sangeet Natak Academy, Lucknow. Press Conferences were held in Delhi and Lucknow calling for entries. More than 480 entries were received from the states of Chandigarh, Chhattisgarh, Delhi, Uttar Pradesh, Jammu and Kashmir, Madhya Pradesh, Uttarakhand, Haryana and Himachal Pradesh. A panel of 13 jury members selected a total of 23 media persons for an award. A special award was given to Khabar Lahariya - Community Newspaper.

The awards were presented by Shri Akhilesh Yadav, Honourable Chief Minister, Government of Uttar Pradesh.

The other special guests present at the event were Jayant Krishna (Principal Consultant, Tata Consultancy Services), Mr. Dhanushvir Singh (Resident Editor Times of India), Mr. & Mrs. Navneet Sekera (DIG Lucknow), Mr. Peter Vrooman (Spokesperson US Embassy, New Delhi), Ms. Sehba Hussain (Founder BETI Foundation), Mr. Gomti Yadav (MLA), Ms. Preeti M Shah (PR & Media Relations UNICEF) et al.

The Northern Region event was supported by the TATA Group of Companies. Infochangelndia.org and Hindustan were our media partners.

NORTHERN REGION COORDINATORS
Ms. Alka Pande, Ms. Madhavi Gupta and Ms. Kumud Singh.

COLLABORATING AGENCY

SAHAYOG is an NGO working for women's empowerment and emancipation. By providing them with relevant information to poor rural marginalized women, such as Dalits, non-literates and minorities, SAHAYOG helps them access and realize their individual rights and makes them aware of all the privileges they are entitled to. It works with the mission of promoting gender equality and women's health using human rights framework through strengthening partnership-based advocacy.

In order to increase the participation of communities in decisions that affect their lives and the exercise of their rights, SAHAYOG facilitates networks at the State, National and International level.
ADITI BHADURI
Womens Feature Service, Delhi
PRINT MEDIA-English
BEST FEATURE-Special Jury Award
Carrying 40kg On Her Head For A Better Life: Raipur’s Women Porters

ASHISH TIWARI
Amar Ujjala, Chandigarh
PRINT MEDIA-Hindi
BEST HUMAN INTEREST STORY
Banjaro Ki Betio Ne Badal Diya Gaon

DEBARTSHI DASGUPTA
Outlook, Delhi
PRINT MEDIA-English
BEST ISSUE BASED FEATURE
THE YIN WOUNDED

DEV KANYA THAKUR
Divya Himachal, Shimla
PRINT MEDIA-Hindi
BEST OPINION-EDITORIAL
Grameen Mahilaye Sirf Rubber Stamp Nahi

DIVYA GUPTA
The Hindu, Delhi
PRINT MEDIA-English
BEST ARTICLE
Lessons From The Ekjut Way

JAHID KHAN
Koumi Farman, Madhya Pradesh
PRINT MEDIA-Hindi
BEST ARTICLE
Ladki Hone Ki Sazaa

NEHA BHATT
Outlook, Delhi
PRINT MEDIA-English
BEST FEATURE-Magazine
What A Girl Wants

PRIYANKA DUBEY
Tehelka, Delhi
PRINT MEDIA-Hindi
BEST INVESTIGATIVE STORY
MaghyaYugeen Pradesh

ADITI TANDON
Tribune News Service, Delhi
PRINT MEDIA-English
BEST INVESTIGATIVE REPORTING
Dark Underbelly Of The Games
northern region awardees

RAKHI RAGHUVANSHI
Jansatta, Madhya Pradesh
PRINT MEDIA-Hindi
BEST COLUMN
Bhedbhaw Ka Shikar

RACHNA VERMA
Dainik Jagran, Delhi
PRINT MEDIA-Hindi
BEST ARTICLE ON SEX SELECTION
To Akal Pad Jayega Betion Ka

SALMAN ABDUS SAMAD
Hindustan Express Daily, Uttar Pradesh
PRINT MEDIA-Urdu
BEST ARTICLE
Moaashra Ki Sitam Rosida Hen Khawateen

SUHKBIR SIWACH
Times of India, Chandigarh
PRINT MEDIA-English
BEST ISSUE BASED INVESTIGATIVE STORIES Series On Khap Panchayat

SWATI SHARMA SHAIWAL
Naidunia Media LTD, Madhya Pradesh
PRINT MEDIA-Hindi
BEST FEATURES
Akhir Tum Din Bhar Karti Kya Ho

Womens Feature Service
Delhi
PRINT MEDIA-Hindi
BEST ISSUE BASED FEATURE SERIES
Employment As Empowerment

KULSUM MUSTAFA
www.boloji.com, Uttar Pradesh
WEB MEDIA-English
BEST FEATURE
Getting Her Goat-Food And Finance Come On Four Legs

MRINAL VALLARI
Vallarionly.blogspot.in, Delhi
WEB MEDIA-Hindi
BEST BLOG
Numaindagi Ka Jhunjhuna Aur Vyavastha Ki Saazishen

PUJA AWASTHI
India Together, Uttar Pradesh
WEB MEDIA-English
BEST HUMAN INTEREST STORY
Banding Together, For Their Rights

RAJU KUMAR
The Sunday Indian, Madhya Pradesh
WEB MEDIA-Hindi
BEST HUMAN INTEREST STORY
Nirakshar Mahila Kar Rahi Hai Sakshar
BHAWNA NAYAR
Lok Sabha TV, Delhi
ELECTRONIC MEDIA-Hindi
BEST FEATURE
Bol Ke Lab Azad Hain Tere

TRIDIP KANTI MANDAL
CNN-IBN, Delhi
ELECTRONIC MEDIA-English
BEST FEATURES
Multiple Entries

SHIVANI SHARMA
ETV Uttar Pradesh, Uttar Pradesh
ELECTRONIC MEDIA-Hindi
BEST NEWS story
News Story On Womens Day

KHABAR LAHARIYA
Uttar Pradesh
Special Award- Bundeli
SPECIAL JURY AWARD
northern region
jury

Ruchi Kumar
Shahira Naim
Dr Neelam Singh
Rakesh Chandra

Ram Dutt Tripathi
Shaista Amber
Rama Arun Trivedi
Pranshu Mishra

Madhavi Kuckreja
Sunil Jha
Sujata Madhok
Mannika Chopra

Vivek Dube
national awards

The National Awards are the culmination of the four regional awards, where the country's best are felicitated. Around 1,380 entries were received from all over the country and 58 regional awards were presented to media persons from 12 languages. The National Award winners were, chosen by our Distinguished Jury members. These 9 winners come from different regions and have written in their respective languages.

Ms. BHANU ATHAIYA has been awarded the Laadli Lifetime Achievement Award. Many other Special Awards are also being bestowed on the women, men and agencies behind important contributions in the fight against gender discrimination. The National awards are supported by Air India, Trident, Essar Foundation, Priyadarshini Taxi Service, Godrej, Q Theatre Productions, Reliance, NCPA, Hitkari, Fratelli Wines, Desmondji, Indus Pride, AFL Private Limited, United Phosphorus Ltd., Melting Momentz, POSTSCRIPT ADVT, Puncham and TAO Foundation.

United Nations Population Fund (UNFPA) has supported the Laadli Media Awards, 2011-12.

COORDINATORS
Ms. Dolly Thakore, Mr. Bhairav Desai, Ms. Miral Gosalia & Ms. Bhakti Vasani.
AMITA BADE, Prahaar, Mumbai  
BEST COLUMN - MAHILA  
PRINT MEDIA - MARATHI - Kacharavechak Nave...Swachata Vyavasthapak

Amita Bade had been writing a regular column titled *Mahila*. In her eight years in Journalism, she has written consistently about gender issues. In her article, *KACHARAVECHAK NAVE...SWACHHATA VYAVASTHAPAK*, the columnist alerts us to the modus operandi of the women who sort and collect reusable and recyclable garbage, braving infection, cuts and rat bites in the process. Their contribution to waste management forms a vital but invisible part of urban living, and if the invisible army stopped work, the repercussions on environment, economy and urban life would be noticeably unpleasant.

Bade's write-up ensures that the next time we notice a woman bent-over garbage to put into her oversized plastic bag, we respect the contribution she makes to our lives in no small measure. Amita Bade is presently working as sub-editor in Loksatta.

DEEPA RANGANATHAN, The Alternative, Bangalore  
BEST WEB FEATURE  
WEB MEDIA - English - *Boys Don't Cry*

Deepa Ranganathan's feature, *BOYS DON'T CRY* looks at the prevalence of male child sex abuse in a society that pushes this horrendous crime under the carpet. On a more general level, the article takes a singular case and attempts to explore the way victimization affects a male child, and by extension, affects his future masculinity. Her feature looks at the psyche of the abuser and talks to organizations who are engaged in counseling such victims. It argues for the need of sex education as a possible solution.

Deepa is currently pursuing her Masters in Gender Studies from TISS.
NEHA BHATT, Outlook, Delhi
BEST FEATURE-Magazine
PRINT MEDIA - English - What A Girl Wants

Neha Bhatt's article, What A Girl Wants, depicts the adventures of grassroots women journalists. The feature is supported by interviews and photographs of village women who have broken taboos to run a community radio station in Bundelkhand and those who own and run a rural newspaper.

P.P. SANDHYA
ASIANET NEWS, KERALA
ELECTRONIC MEDIA-Malayalam
BEST ISSUE-BASED REPORTING - Shisuva Vivaham

Sandhya's report Shisuva Vivaham brings out the irony of the existence of child marriage in a hundred percent literate State like Kerala. Through comprehensive data, Sandhya has been able to bring out the consequences of child marriage, a growing problem that needs our urgent attention, to prove that it is detrimental, and sometimes fatal, for the child. She appeals to people to refrain from the practice and to propagate its harmful consequences. Sandhya is the winner of Kerala State Media Award (2008), Leela Menon Award, Surendran Neeleswaram Award.
PRAJAKTA DHULAP  
IBN-Lokmat, Maharashtra  
ELECTRONIC MEDIA-Marathi  
BEST FEATURE - *Kolhapurchya Leki*

Prajakta Dhulap has done more than 100 episodes of the show, Reportage, a weekly issue-based feature. The episode titled KOLHAPURCHYA LEKI is a shining example of responsible journalism. The feature highlights the innovative work of dedicated people and deployment of technology to effectively tackle the heinous crime of sex selective abortion in Kolhapur district. Prajakta is Associate Editor with IBN-Lokmat, producing and scripting features.

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PRIYANKA DUBEY, Tehelka, Delhi  
BEST INVESTIGATIVE STORY  
PRINT MEDIA - Hindi - *MadhyaYugeen Pradesh*

Priyanka Dubey's story, *MADHYAYUGEEN PRADESH* is a three part investigative story, focusing on the interstate trafficking network, honour killing and the selling of young girls in the Bachchada Community, practices which are suggestive of the middle ages rather than modern times. The story showcases today's Madhya Pradesh set in a backward and pathetic time. The story, an eye-opener calling for immediate action, is thoroughly researched and well-documented.
SHARMISTA CHAUDHURY, The Week, Mumbai
BEST HUMAN INTEREST STORY
PRINT MEDIA - English - *Tribal Warrior*

Sharmista wins the award for her intensive study of the problems in tribal society focusing on the women in particular. She has managed to identify, isolate and list the problems that, to most of us living in urban communities, are almost invisible. Enumerating these issues is the first step to getting some action at the societal and government level to correct the imbalances and ensure the tribal woman gets her right as a free and equal citizen of India. Sharmista Chaudhury, correspondent with The Week magazine, has been going beyond the metros and writing on a range of topics on the real India.

SHINY JACOB BENJAMIN
Jaihind TV, Kerala
ELECTRONIC MEDIA-Malayalam
BEST DOCUMENTARY - *Ottayaal*

Shiny Jacob Benjamin in her documentary, *OTTAYAAL* depicts Dayabai’s solitary quest for truth. She gave up life in a Convent to seek her own path of service to the poor and marginalized people. After working as social worker, she settled down among the Gonds of Chindwaada in Madhya Pradesh. Living amongst them, she began to fight for their rights. Ottayaal received a National Award in 2010.

SUSAMA MISRA, Margadarshi, Bhubaneshwar
BEST ARTICLE
PRINT MEDIA - Odiya - *Susatha Samaj Gathanare Nari*

*SUSATHA SAMAJ GATHANARE NARI* is carefully presented article written by Susama Misra which focuses on the strength of women. Citing the Vedas and Scriptures, Susama points out that women held positions of power and played a prominent role in a family and society in ancient times. She emphasizes that on one hand, women are the pillars of a strong family but at the same time women do not get due recognition or reward when they step out into the professional arena. She comments on the general status of women and calls for change in the mindset. Susama is a passionate freelance essayist and poet and has won a number of State Awards.
Gauri Shinde, Eros International, Mumbai
BEST MAINLINE FILM: Hindi - *English Vinglish*

If a woman decides to overcome her weakness, there is no one who can stop her. That's what *ENGLISH VINGLISH* is about. Here Shashi, role played by Sridevi, represents those thousands of women in our country who are embarrassed due to their lack of knowing English because of which their kids mock them. Sometimes it is their husbands who are almost embarrassed in their company and at times it is society. Shashi overcomes her lack of proficiency in English, finds her sense of self and proves to everyone that she is no less than anybody. In this film, English might be the point of unhappiness but in life, women face many more situations. The only way to be happy is to get rid of the barriers that stop her from moving ahead.

K P Suveeran, Thanneer Films, Calicut
BEST FEATURE FILM: Beary - *Byari*

*BYARI* is the first feature film to be made in Beary language, spoken by Muslim communities located in Karnataka and some parts of Kerala. It showcases the strict laws and rules that bind the women of their community and the way Islam under certain law-makers decides their fate after divorce.

The film, through its female protagonist, poses a question to the law-makers and society that decide her future without her permission.

*BYARI* won the National Film Award for Best Feature Film in 2011.
Purva Naresh, Mumbai
SPECIAL JURY AWARD FOR THEATRE: Hindi and English - *OK Tata Bye Bye*

The play is based on the Bachchda women who, by tradition, are sex workers. They are the bread winners in their family and hence the community follows the matrilineal system.

The play is based on filmmakers trying to capture them on camera but they soon realize that these girls may be naïve but not fools. Soon the filmmakers are the ones facing some hard questions.
**Gita Aravamudan, Penguin Books India, Bangalore**

**SPECIAL JURY AWARD FOR BEST BOOK - NON-FICTION: English**

*Disappearing Daughters: The Tragedy Of Female Foeticide*

In her book, *Disappearing Daughters*, Gita Aravamudan, calls "female foeticide" "an organized crime", with the assistance of ultrasound technology to determine the child's sex. It is a valuable study of a pernicious social trend. According to the writer, it is a silent and smoothly executed crime because of which almost two generations of women have been exterminated in many parts of the country.

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**Ranjit Lal, Penguin Books India, Delhi**

**SPECIAL JURY AWARD FOR BEST BOOK - Fiction: English**

*Faces In The Water*

It is a thought-provoking book that deals with a serious subject of son preference in a reader-friendly and non-preachy style which has appeal across generations. Sensitive and immensely powerful, *Faces in the Water* is the story of girls who go missing to appease our society's insatiable hunger for male children, and the price families pay for it's sake.
Sylvester Da Cunha, Mumbai Advertising
Special Jury Award for the Amul Moppet

Arguably the most beloved and recognisable characters to grace our hoardings for over fifty years, the Amul moppet continues to enthral us with witty, topical and tongue-in-cheek humour. Trading in her characteristic polka-dotted dress for other costumes, the versatile moppet adapts to virtually any scenario to instantly connect with the viewer in one of the longest and most successful creations of Indian advertising.

DDB Mudra
BEST PUBLIC SERVICE ADVERTISEMENT: Hindi - Age of Marriage

DDB Mudra’s AGE OF MARRIAGE uses masculinity as a tool to overcome one of the most important problems which our country faces at present. It is a well-produced and scripted ad which enables others to recognize the importance of girl child education and development. It uses humor and usual bravado of men to break the silence on the right age of marriage.

Sumanto Chattopadhyay
Ogilvy & Mather
Best Advertisement: Hindi - TATA Steel - Tejaswini

The corporate film of TATA’s, Tejaswini, made by Ogilvy and Mather, highlights the efforts of TATA’s to empower women and provide opportunities of alternative livelihoods through vocational education. The tribal women members near Kalinganagar area in Odisha are being trained to undertake various activities and become self-sufficient. The ad reflects the success of Asha Hansda, who took training for two months to become a heavy vehicle driver under this project. This ad is a slice of real life.
The Most Trusted Airline!

Voted in the Brand Equity Survey 2012.

Air India has been India's National Carrier since over seven decades, giving wings to millions of Indian dreams. We are moved to be chosen, once again, as the country's most trusted airline…

Thank You India!
Bhanu Athaiya, Mumbai
The Laadli Lifetime Achievement Award

From starting as a freelance fashion illustrator to Indian cinema's most well-respected costume designer, Bhanu Athaiya née Rajopadhye has achieved great success and recognition in an industry that reserves fame to glamorous film stars.

Having worked for over 100 films, since 1950s, with noted filmmakers like Guru Dutt, Yash Chopra, Raj Kapoor, Ashutosh Gowariker, and International Directors like Conrad Rooks and Richard Attenborough.

She made her debut as a film costume designer with the film C.I.D. in 1956, and followed it up with other Guru Dutt classics like Pyaasa (1959), Chaudhvin Ka Chand (1960) et al. In her career spanning 50 years she has received numerous awards, including the Academy Award for Costume Design, for her work in 1982 film, Gandhi, which made her the first Indian to win an Oscar or Academy Award, and also two National Film Awards, in 1991 and 2002.
Pradyuman Maheshwari
Media Professional

Vishwanath Sachdev
Writer, Former Editor, Navbharat Times

Prakash Bal Joshi
Artist and Author

Sathya Saran
Executive Director, Enclomedia

Mahesh Bhatt
Director, Producer & Screen Writer

Juhi Chaturvedi
Screen Writer & Advertising Professional

Deepa Gahlot
Writer & Journalist

Aanand Mahendroo
Screen Writer, Producer & Director

Vimla Patil
Social Activist & Media Person
Ramesh Narayan
Advertising Professional

Neeru Nanda
Write

Pradeep Guha
Managing Director, 9X Media Pvt. LTD

Mrinmayee Ranade
Editor - Madhurima, Dainik Divya Marathi

Sameera Khan
Journalist & Writer

Goutam Rakshit
Advertising Professional
Padma Shri Shubha Mudgal

A popular performer and composer, Shubha Mudgal has been trained by some of the finest classical musicians of the country, namely, Pt.Ram Ashreya Jha, Pt. Vinaya Chandra Maudgalya, Pt. Vasant Thakar, Pt. Jitendra Abhisheki, Pt. Kumar Gandharva and Smt. Naina Devi. Her readiness to experiment makes her a versatile performer in the fields of both North Indian art music as well as contemporary popular music.

She has been awarded the National Film Award for Best Non-Feature Film Music Direction for 'Amrit Beej' in 1996. For her music in the film, Dance of the Wind (1997), she received the Gold Plaque Award for Special Achievement in Music, at the 34th Chicago International Film Festival in 1998. She received the Padma Shri in 2000. Her album, 'Mann Ke Manjeere' celebrates the spirit of women and is well appreciated in the social sector.

Saxophone Sisters

Saxophone Sisters- Lavanya & Subbalaxmi are quite different from other musicians you meet. What sets them apart is their choice of instrument and talent. They are the only accomplished women Saxophonists in India today. At the age of 15, they began to learn saxophone from the Indian Saxophone maestro, Padmashree Dr. Kadri Gopalnath. Saxophone sister's appearances throughout the world include, The Little Chilli Festival of Asian Music at Purcell Hall, The Bath International Music Festival at Bath Guild Hall. They have been entered in the Limca Book of Records for being the only women Saxophonists in the country.

Shiamak's Victory Arts Foundation

Shiamak's Victory Arts Foundation is a small way to give back to the community. The woman is strength, she is the emotion, she makes the home and she works tirelessly. She is the daughter, she is the mother, and she brings life on Earth. And as we progress ahead, we must stand up for her. Represented in this performance, is the strength of a woman, through dance movement by 'Salaam Bombay Foundation', a NGO partner with 'Shiamak's Victory Arts Foundation' choreographed & directed by Mr. Shiamak Davar.
about *laadli*

*laadli* logo, wave and trophy

*laadli* Logo shows the girl child and the woman in an exuberant and happy mood, spreading sunshine and hope. The *Laadli* logo brings home the fact that a girl child can bring so much pride and joy. The tag line 'Celebrate Her Life' captures this spirit.

The wave in the logo is being depicted independently as an untied red ribbon with the words 'Celebrate Her Life' to denote the freedom from bondage, independent spirit and moment. The wave is indicative of the potential of the girl child once she is allowed to achieve her ambitions, freedom and aspirations.

The *Laadli* trophy extends the same analogy, with a golden ribbon engraved with the words 'Celebrate her Life'. The trophy captures movement, free spirit and reaches out to the sky denoting unlimited potential.
The trophy was designed by Arzaan Khabhotta.
programme schedule

• Hosted by Barkha Dutt.
• Performances by Shubha Mudgal, The Saxophone Sisters, Shiamak Davar's Victory Arts Foundation and more.
• Addresses by Chief Minister Prithviraj Chavan and UNFPA Representative Frederika Meijer.
• Lifetime Achievement Award presentation to India's first Oscar Winner, Bhanu Athaiya.
• National Media Awards for Gender Sensitivity for print and electronic media.
• Special awards to Advertisements, Books, Films and Theatre.
• Launch of Sense & Sensitivity - a collection of award winning entries on gender issues.

an appeal

Dear Friend,

Did you enjoy the programme? Do you want to make a difference?

If 'YES', you can help our campaigns which target two major influencers – media and the youth – by making a small contribution.

We believe that if we influence the major influencers, they could be instrumental in promoting gender sensitive policies and programmes as well as redefine gender equations at home, on the streets and the workplaces. That would make a big difference to the girls and women in India.

You can write a cheque in favour of Population First, address on the back cover.
Or
Log on to www.populationfirst.org and pay online.
Or
You can also contact us if you would like to volunteer or partner with us in our forthcoming events.
Koli Dance and Group Song by students of Government primary schools under AMCHI Project

Population First reaches out to people of 66 villages in Shahapur block of Thane district through its programme 'Action for Mobilization of Community Health Initiatives' (AMCHI). As part of AMCHI, we work with students of Zilla Parishad schools on sanitation and hygiene issues. The students are equipped with skills and are motivated to work in their school, family and community on these issues in order that sanitation and hygiene levels improve. The students of Zilla Parishad School APTA present a group song 'Arogya Shikshan' emphasizing the importance of health care while Swapnali, a student of 7th std. from Zilla Parishad School ALYANI, performs a Koli Dance.
Eastern Region Award winners with the organisers

Chiep Guest Shri. Akhilesh Yadav with Northern Region Awards Winners

Dr. A.L. Sharada, T.V. Chandran, Chief Guest Shri. G Karthikeyan, S.V. Sista at Southern Region Awards

Chief Guest Shri. Jitendra Singh, Manish Pachouly (receiving award on behalf of Hindustan Times), M L Mehta, Dr Sharada at Western Region Awards
Population First
A communications initiative for a balanced, planned and stable population

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